



# Achieving Authentic Public Engagement

Daniel Iacofano, PhD, FAICP  
Joan Chaplick, AICP


**AUGUST 2017**



# Rationale for Public Engagement

# Rationale for Public Engagement

---


- 
- Gain public acceptance for a plan or project
  - Head off legal challenges
  - Obtain useful information for planning and project concepts
  - Achieve better results
  - Build ownership of plans and/or project concepts by the communities being affected.



Building (and **re-Building**)  
Public Trust!

# Who Can We Trust?

---

- 
- Which State Agency is considered to be the most trustworthy in the minds of the public?
  - What are the factors that lead to a **loss** in the level of trust?
  - What are the factors that lead to a **gain** in the level of trust?



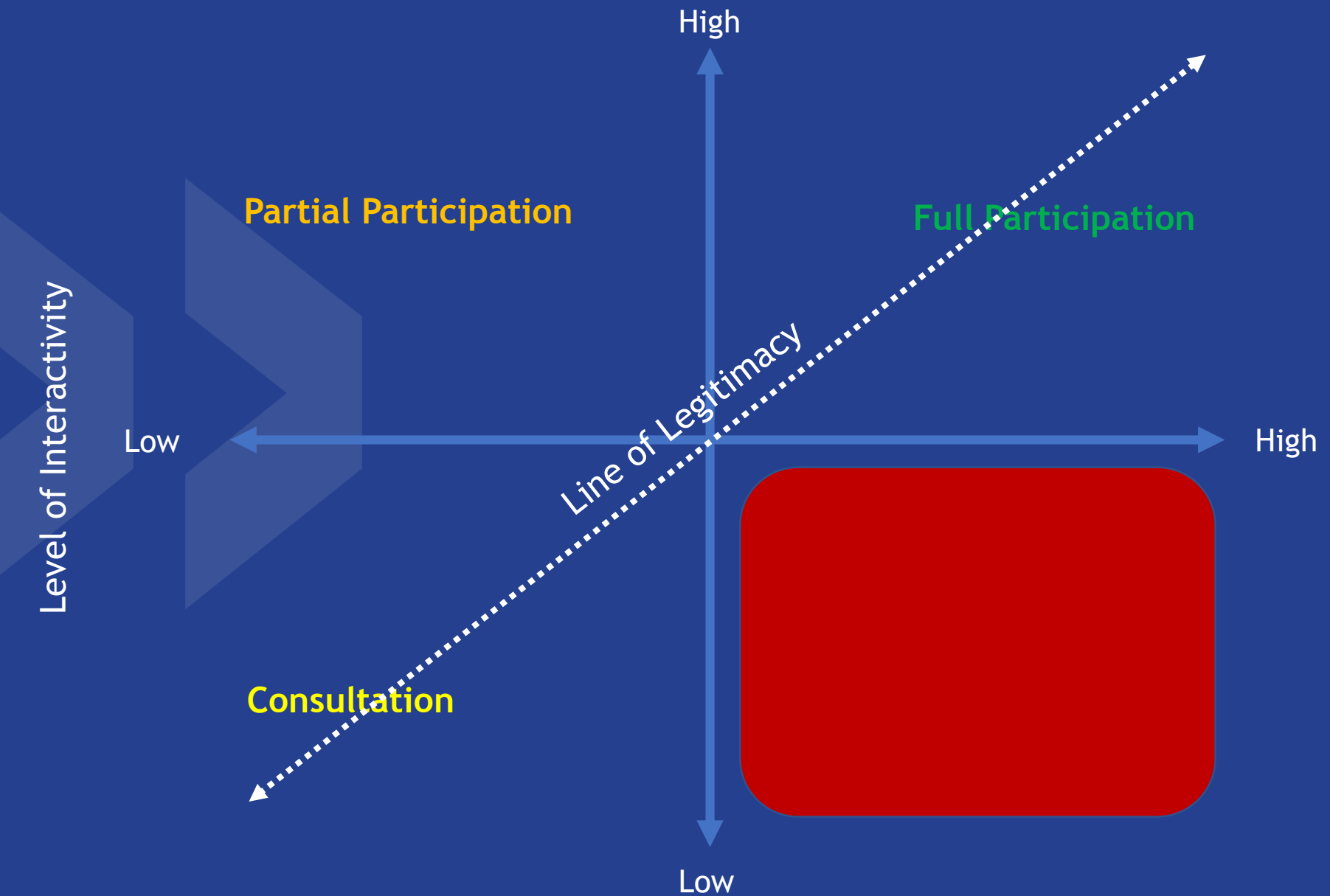
# Designing Public Engagement Processes




## Q1. Why is the public involved?

Determine the desired level of engagement based on how much influence the public will have/should have on the planning effort.

# Level of Shared Decision Making







**Q2. What can the public influence?  
Are there areas where Caltrans  
can be flexible?**

**Determine the “fixed” versus “variable”  
elements to be discussed or decided.**

# Fixed

**Regulation**

**ADA Access**

**State and Federal  
Standards**

**Performance  
Measures and Targets**

# Variable

**Access Points**



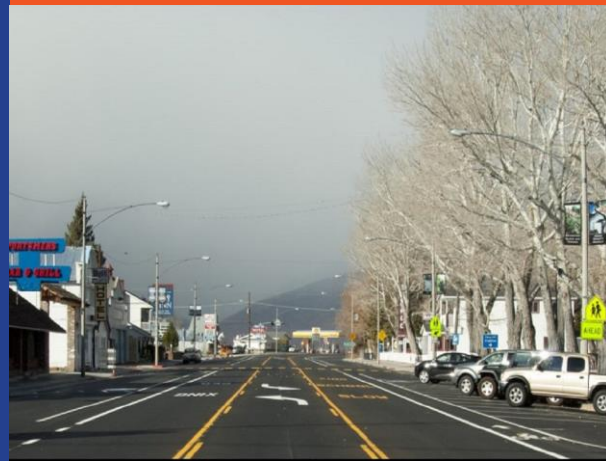
**Amenities**



**Bike and Pedestrian Amenities**



**Number of Lanes**





### **Q3. Who do we need to reach?**

**Identify the target audiences and/or groups most affected by the plan or project concept.**

# Target Audiences

Partner Agencies  
Service Providers  
Area Residents  
Business Owners  
Freight Interests  
Pedestrians  
Transit Riders  
Bicyclists  
Minority Groups  
Non-profit groups  
Youth  
Tribal representatives





## **Q4. What tools do we use?**

**Determine the best ways to reach and engage interested parties and affected communities.**

**Consider why the public is involved and the type of plan being proposed.**



# Tools

Factsheets

Flyers

Online Surveys

Webinars

Focus Groups

Non-Profit  
Partnerships

Townhall Meetings

Workshops

Charettes

Social Media

Live Polling



**GRAND BOULEVARD INITIATIVE**  
JOIN US FOR AN INTERACTIVE PARTNER SESSION!

We invite you to an engaging partner session to discuss the Grand Boulevard Initiative, local preferences for the corridor and emerging opportunities to make El Camino Real a more urban, pedestrian-friendly, transit-oriented corridor for residents to live, work, shop and play.

This interactive, hands-on session will bring together city and county representatives from planning, public works, parks and recreation, public health and other departments in San Mateo and Santa Clara counties.

The Partner Session aims to:

- Provide an overview of the GBI purpose and goals
- Share information about Caltrans' multi-modal flexibility
- Collect input on local preferences for the corridor from a broad range of partners

**BELMONT**  
Wednesday, September 27, 2017  
10:30 am - 12:30 pm  
Belmont City Hall, EOC Room  
1 Twin Pines  
Belmont, CA 94002

**PALO ALTO**  
Wednesday, October 11, 2017  
1:00 pm - 3:00 pm  
Palo Alto Art Center Auditorium  
1313 Hevelly Road,  
Palo Alto, CA 94303

**MOUNTAIN VIEW**  
Tuesday, October 17, 2017  
12:30 pm - 2:30 pm  
Mountain View City Hall, Plaza Room  
500 Castro Street  
Mountain View, CA 94041

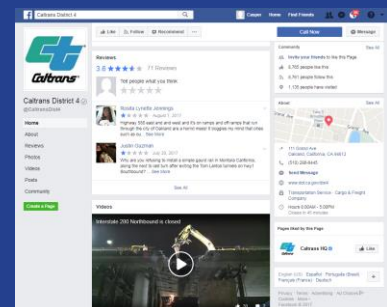
**SOUTH SAN FRANCISCO**  
Thursday, October 26, 2017  
1:00 pm - 3:00 pm  
Municipal Services Building, Council Chambers  
33 Arroyo Drive  
South San Francisco

**RSVP HERE**

GRANDBOULEVARD.NET

\* Light refreshments will be provided.





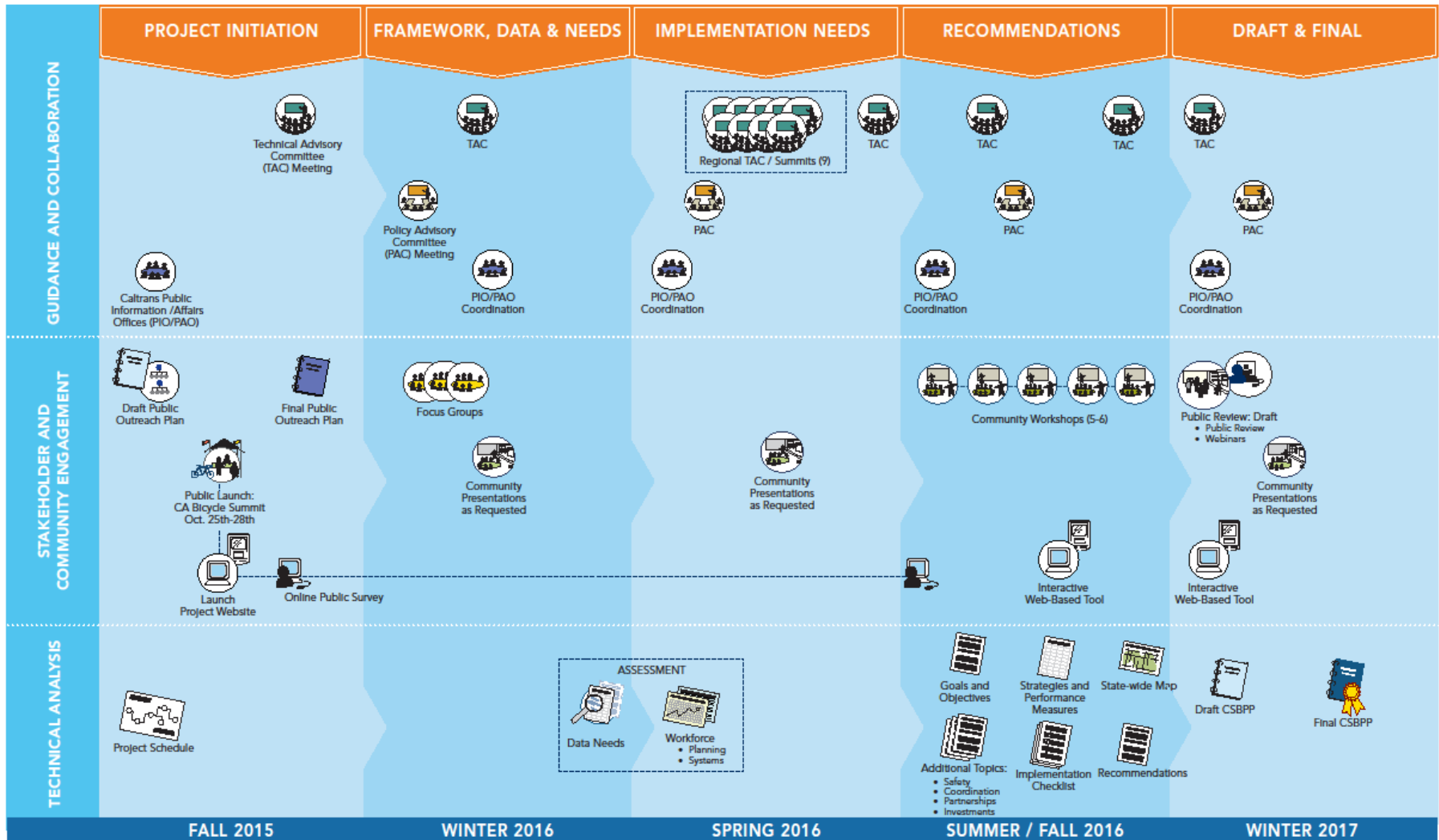


**Q5. What is the best timing for these activities?**

**Synchronize the planning and development process with the outreach and engagement process and vice versa: (a) early stage; (b) middle stage and (c) end stage [the process chart].**



# Timing and Schedule





# Case Studies

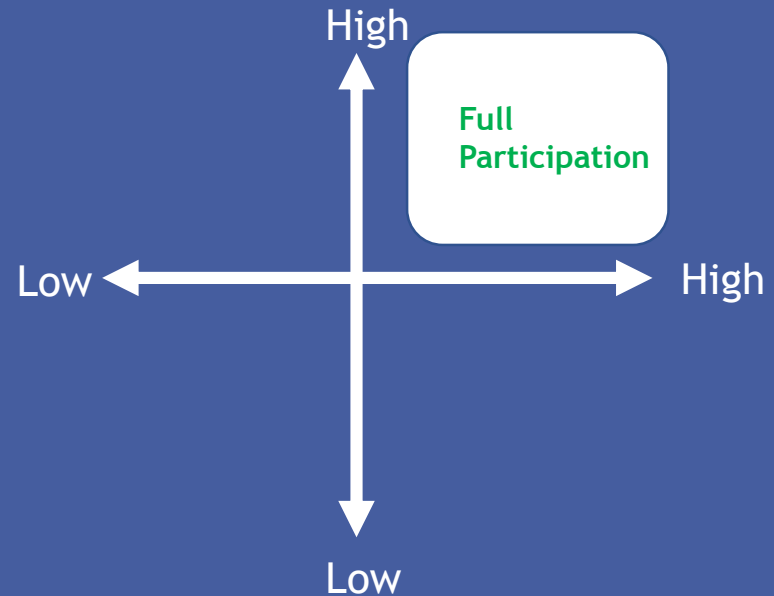
## SR 273

### Improvements

Seeking public input on desired route improvements for SR 273

Emphasized reaching all modes of travel including: vehicles, bicyclists and pedestrians

Focus is on collecting input for use by Caltrans and partner



# SR 273

## Improvements

Target Audiences

- Area Residents
- Local Tribes
- Partner Agencies
- Service Providers
- Business Owners
- Youth/Students
- Bicyclists- advocates and people who ride bikes
- Residents without a Car
- Transit Users



# SR 273

## Improvements Outreach

- Round Table Discussions
- Workshops
- Video Flyover
- Interactive Mapping Survey
- Interviews
- Print surveys in Spanish/English
- Meetings
- Student Activity- Mapping and Discussion



*Do you have ideas on how State Route 273 (SR-273) can be improved for those who bike, walk and drive?*

Caltrans is working with local agencies and partners to prepare a plan to improve the route for all modes and users, including those who bike, walk and drive cars and trucks.

### ATTEND A WORKSHOP

Join us for one of three upcoming workshops (see dates below) to learn about the project and share your ideas.

January 24, 2017  
6:00 - 8:00 pm

Redding Rancheria  
Tribal Admin  
Building  
Community Center,  
Side B  
2000 Redding  
Rancheria Rd.  
Redding, CA

January 30, 2017  
6:00 - 8:00 pm

Redding City Hall  
Community Room  
777 Cypress Ave.  
Redding, CA

January 31, 2017  
6:00 - 8:00 pm

Anderson  
Community Center  
1887 Howard Dr.  
Anderson, CA

### TAKE OUR SURVEY

Can't make the workshop? Participate in our online mapping survey to provide feedback. Place pins on a map to identify areas that are barriers to mobility, and your big ideas for improving the route.

[Take the survey!](#)



Copyright © 2017 California Department of Transportation (Caltrans), District 2. All rights reserved.  
You are receiving this email because of your participation in a transportation-related group or organization in District 2.

Our mailing address is:  
California Department of Transportation (Caltrans), District 2  
1657 Riverside Drive  
Redding, CA 96001



PROJECT COORDINATION

Project Team Meetings

Caltrans and External Partners  
Initiation Meetings  
(Sept 29)

Executive Committee Meetings

(Nov 4)

TAC Meetings

(Nov 14)

Business Roundtable  
(Nov 15)

Bicycle and Pedestrian Roundtable  
(Nov 14)

ENGAGEMENT



Community Workshops (3)



Mapita Survey



Stakeholder Interviews (4)

DELIVERABLES



Project Identity and Branding



Stakeholder Contact List



Public Engagement Plan



Video Flyover of the Corridor



Draft Corridor Projects Report



Final Corridor Projects Report



Project Summary Fact Sheet

2016

2017

Sep

Oct

Nov

Dec

Jan

Feb

Mar

Apr

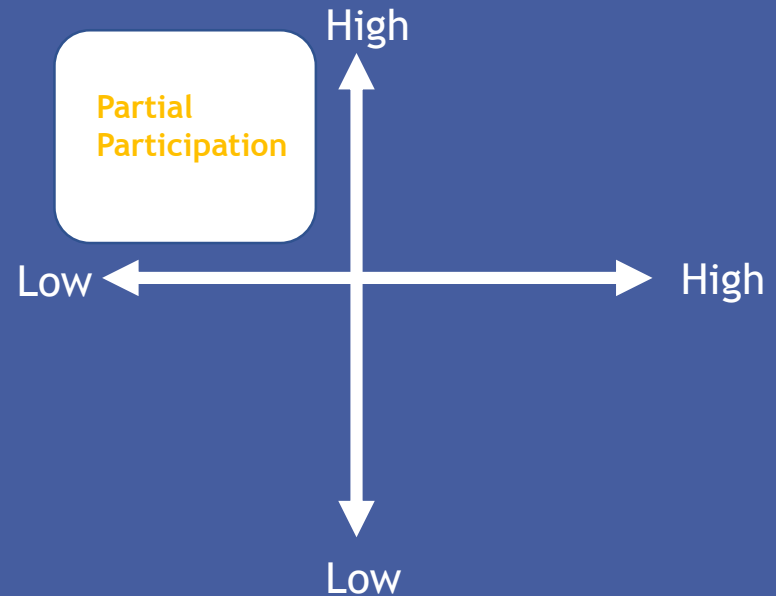
May

# SR 1 Pre-TCR Consultation

---

## Target Audience

- Land Managers
- Property Owners
- Non-profits – Conservation and Open Space
- Tourism Groups
- Business Interests
- Homeowners Associations
- Tribal Interests
- State and National Parks



# SR 1 Pre-TCR Consultation

---

## Outreach

- E-mail Invitation
- Letters
- Personal Calls
- Interactive Workshop
- Video Flyover of SR 1

## Best Timing

- Pre-planning stages
- One meeting was sufficient





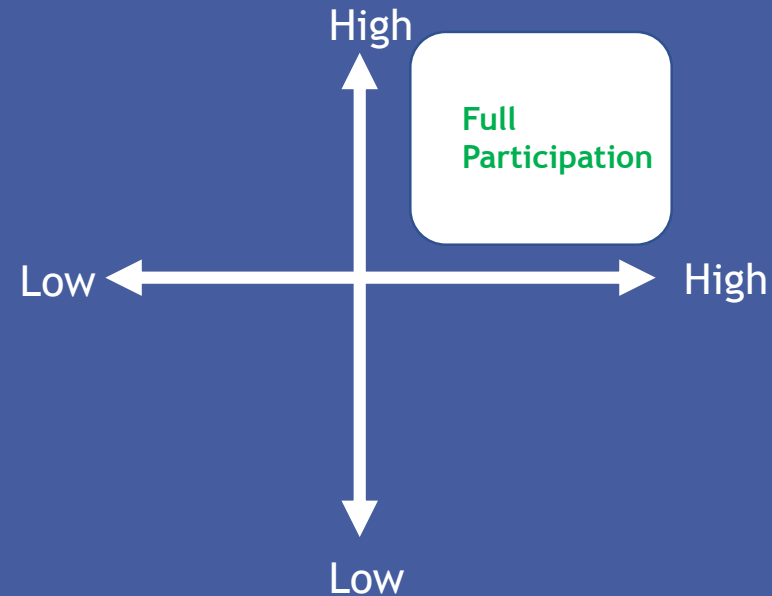
# SR 17 Access Management

## Plan

Seeking public input on access management concepts to maintain safety, reduce traffic congestion and improve access for residents on SR 17

Emphasized reaching residents, businesses and other stakeholders in project area

Focus is on collecting input for use by Caltrans and partner agencies



# SR 17 Access Management Plan

## Target Audiences

- Area Residents
- Business Owners
- Partner Agencies
- Service Providers
- Residents Without a Car
- Transit Users
- Bicyclists





# SR 17 Access Management Plan

## Best Timing

- Round 1: Pre-planning stages – input into identifying current conditions and conflict points
- Round 2: Middle stage – feedback on conceptual alternatives

The screenshot displays the SR 17 Access Management Plan website. At the top, there is a navigation bar with links for ADMIN, MAP COMMENTS, CONTENT, DOCUMENT LIBRARY, CONTACT US, CALTRANS, and a language selector. Below this is a secondary navigation bar with links for ABOUT THE PLAN, STUDY AREA INFO, PROCESS + SCHEDULE, LATEST NEWS, and GET INVOLVED. The main content area features a large image of a highway with a red car. To the right of the image is a 'Latest Updates' section with links to 'ATTEND A PUBLIC WORKSHOP', 'PHASE 1 OUTREACH SUMMARY', and 'WE'RE IN THE NEWS!'. Below the image is a 'Welcome' section with a brief description of the plan. Further down are two buttons: 'PUBLIC WORKSHOPS' and 'MAP YOUR COMMENTS', each with a 'LEARN MORE' link. The 'Map Your Comments' section includes a heading, a brief description, and a list of instructions for contributing to the map. At the bottom is a map interface with a legend, a 'Zoom to Address' section, and a 'Report a map error' link.

ADMIN | MAP COMMENTS | CONTENT | DOCUMENT LIBRARY | CONTACT US | CALTRANS | Select Language

Public Workshops | Map Your Comments | Library

ABOUT THE PLAN | STUDY AREA INFO | PROCESS + SCHEDULE | LATEST NEWS | GET INVOLVED

**Welcome**  
The Highway 17 Access Management Plan is a long-range plan that will improve traffic flow, accessibility and safety by managing the roadway design where vehicles enter the highway.

**Public Workshops**  
LEARN MORE

**Map Your Comments**  
LEARN MORE

**Map Your Comments**  
Share your thoughts and ideas! Use this interactive comment map to pinpoint concerns and ideas regarding safety and accessibility on HWY 17.

**Contribute to the Map!**

- Click on add your comment;
- Enter your information—your name (optional), your comment, your preferred contact method (optional);
- Click on the map;
- Click Submit

**Legend**  
Click pins to see comments. You can also view a summary of all mapped comments below the map.

- Public Comments
- Study Boundary
- Median Barrier Presence

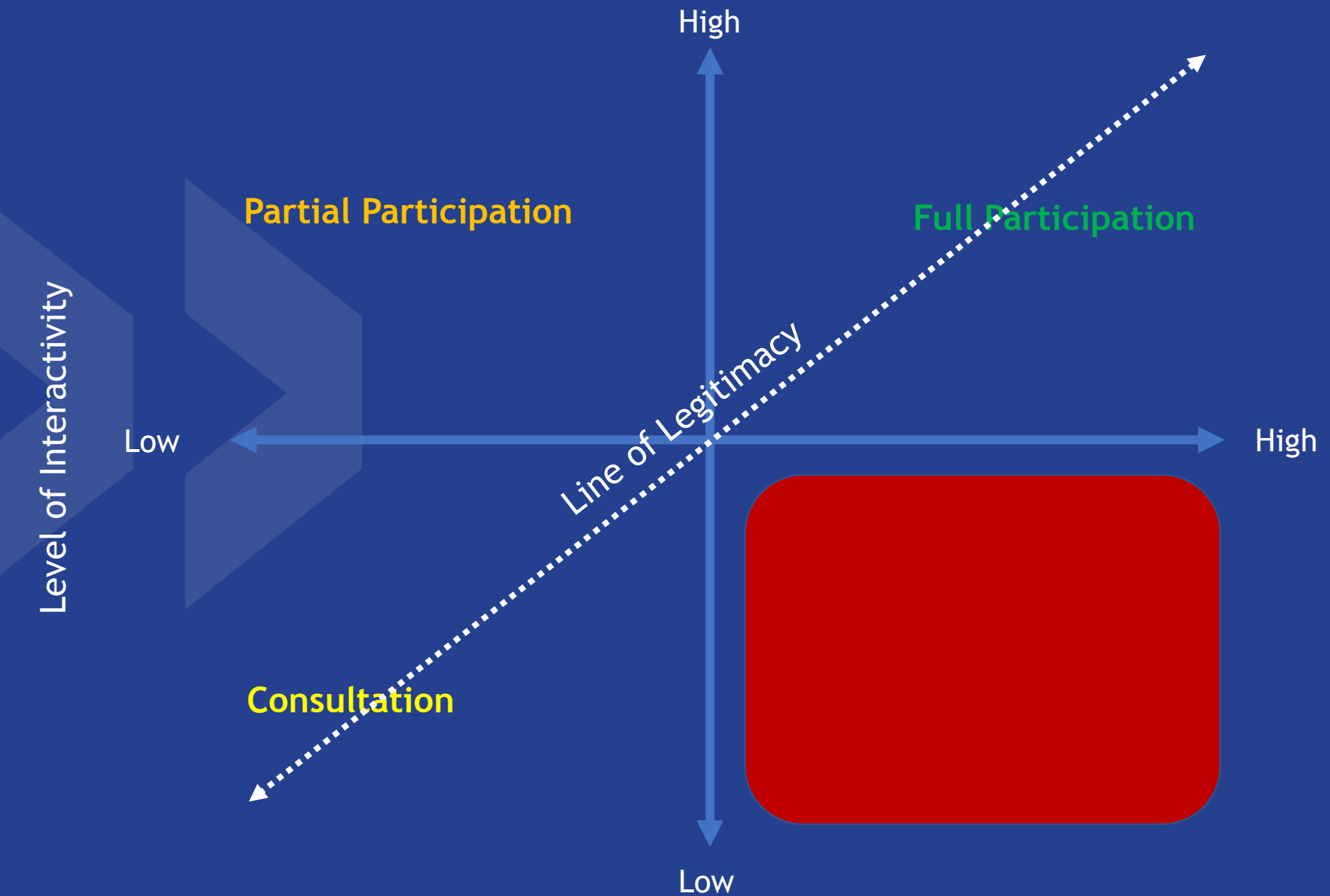
**ADD YOUR COMMENT**

**Zoom to Address**  
Enter an address, city or zip:

If you want to have your comment deleted after it has been accepted and displayed, please email the moderator and copy/paste your comment into the email. We will remove it for you.

Map data ©2016 Google | Terms of Use | Report a map error

# Level of Shared Decision Making



**Questions . . . Discussion . . .  
Ideas!**





# Achieving Authentic Public Engagement

Daniel Iacofano, PhD, FAICP  
Joan Chaplick, AICP

**AUGUST 2017**